Universal Contact Center Reporting (UCCR)™

How the Max Data Management UCCR Information Solution will improve your Contact Centers

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About UCCR Solution™

- Universal Contact Center Reporting™ (UCCR) means delivering better <u>insight</u> about your customers' interactions from multiple platforms such as Genesys (voice and media), Cisco (UCCE and UCCX), Interactive Intelligence (ININ) so you can take more effective management <u>action</u>.

- Our approach is driven by the UCCR™ that creates a unified management information infrastructure - bringing together information from all of your contact routing platforms, back office applications and workflow systems across your multi-site enterprise.

- Uniquely the UCCR™ uses event level data to provide <u>comprehensive</u>, <u>accurate</u> and <u>innovative</u> information that will dramatically improve your organization's critical Front and Back Office management processes:
  - Workforce Management
  - Business Intelligence
  - Performance Management
  - Management Information for contact traffic

- With exceptional information for these business-critical operational areas our customers have been able to address their key business issues including:
  - reducing costs
  - improving employee retention
  - increasing revenues
  - improving customer retention

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how does the Universal Contact Center Reporting (UCCR) creates a unified management information infrastructure?
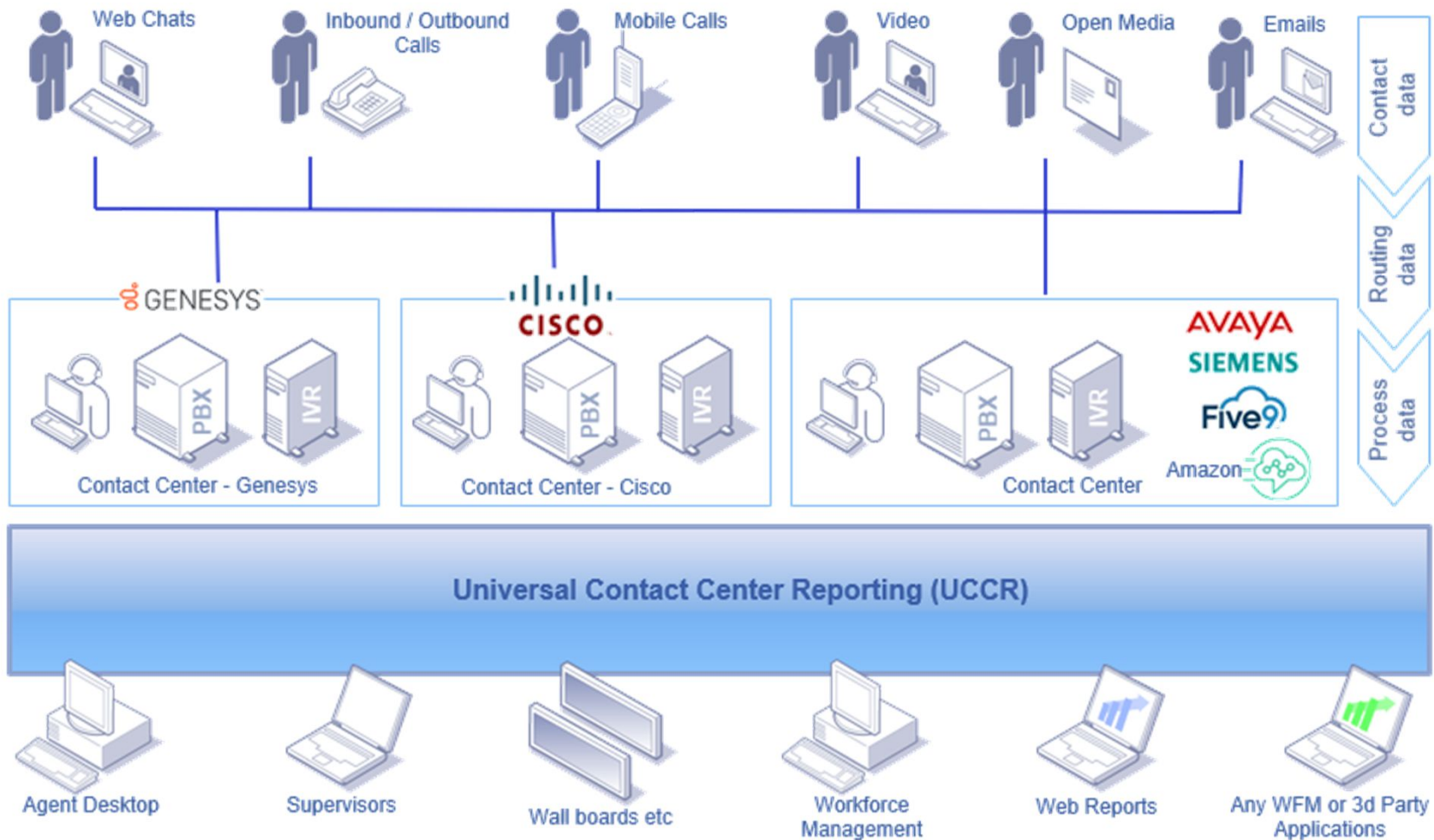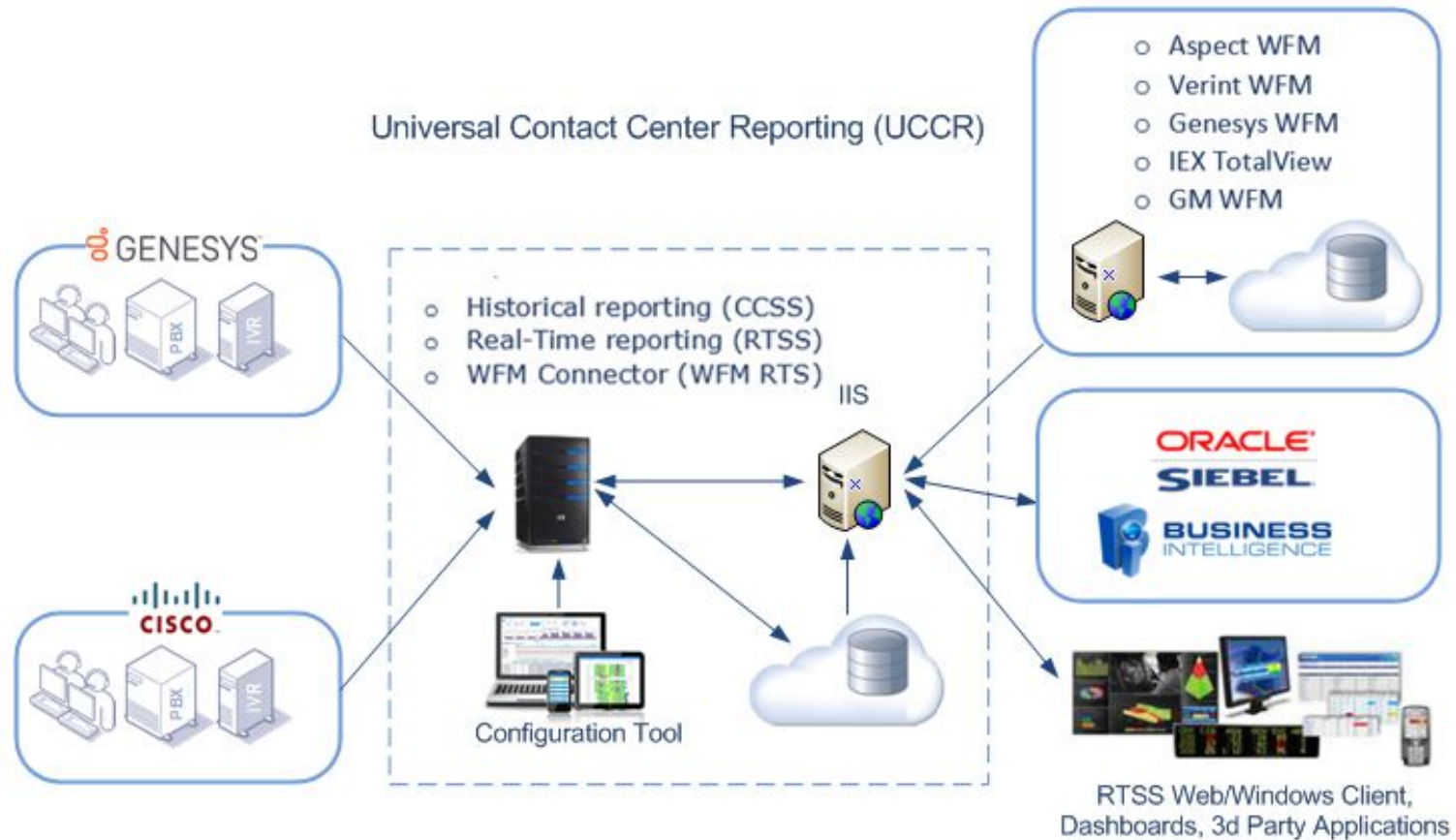
how does the Universal Contact Center Reporting (UCCR) creates a unified management information infrastructure?

- Universal Contact Center Reporting™ (UCCR) consist of:

  - [Unified Real-Time Statistics Service (RTSS)](#)

  - [Unified Call Center Statistics Service to produce real-time and historical reports (CCSS)](#)

  - [Unified Work Force Management Real-Time Service (WFM RTS Connector)](#)

  - [Unified Web Configuration Tool](#)

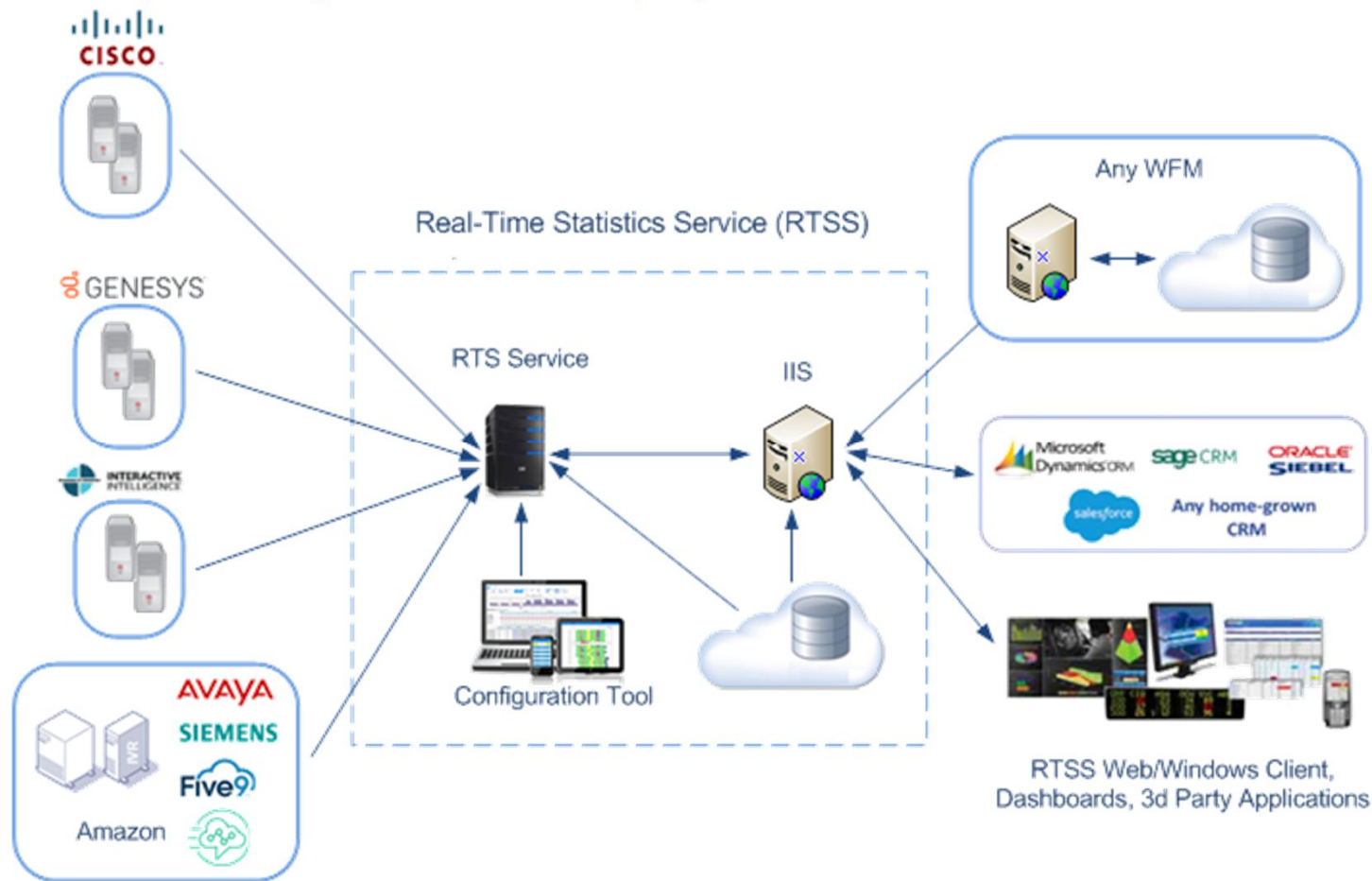 - [Unified Configuration Management Service (CMS)](#)

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Universal Contact Center Reporting (UCCR)™

Unified Real-Time Statistics Service (RTSS)™

- The RTS Service connects the tools behind the scenes and can run complex calculations in memory, relieving strain from multiple platforms.

- The CCSS enables both historical and real-time monitoring of contact center activity. CCSS monitors the status and statistics related to contact center objects (such as Agents, Queues, Routing Points, and Interaction queues).
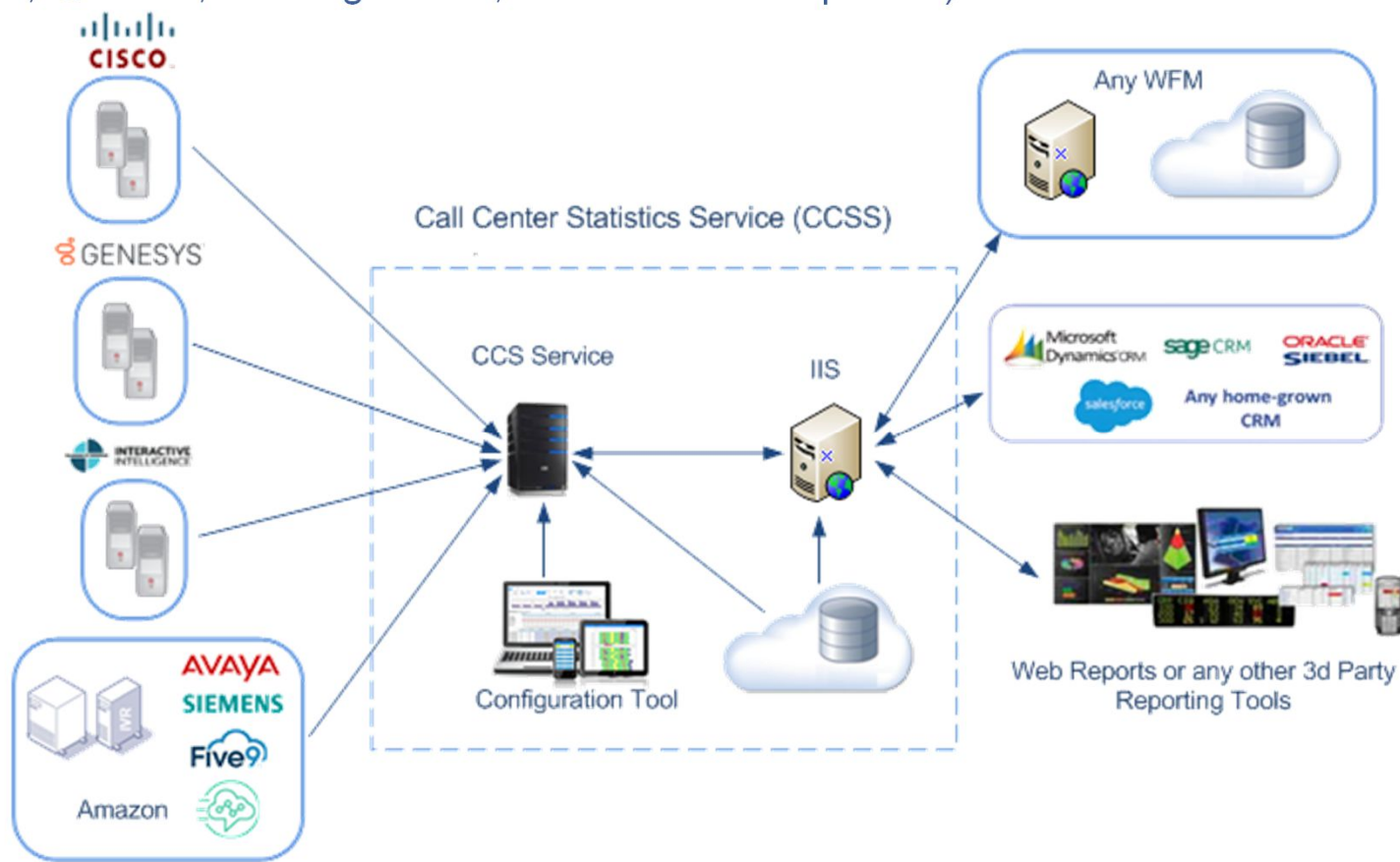
# Unified WFM RTS Connector (WFM RTS)™

- Unified WFM RTS Connector connects your Genesys/Cisco/ININ/ACDs environment to a third-party Workforce Management (WFM) system.
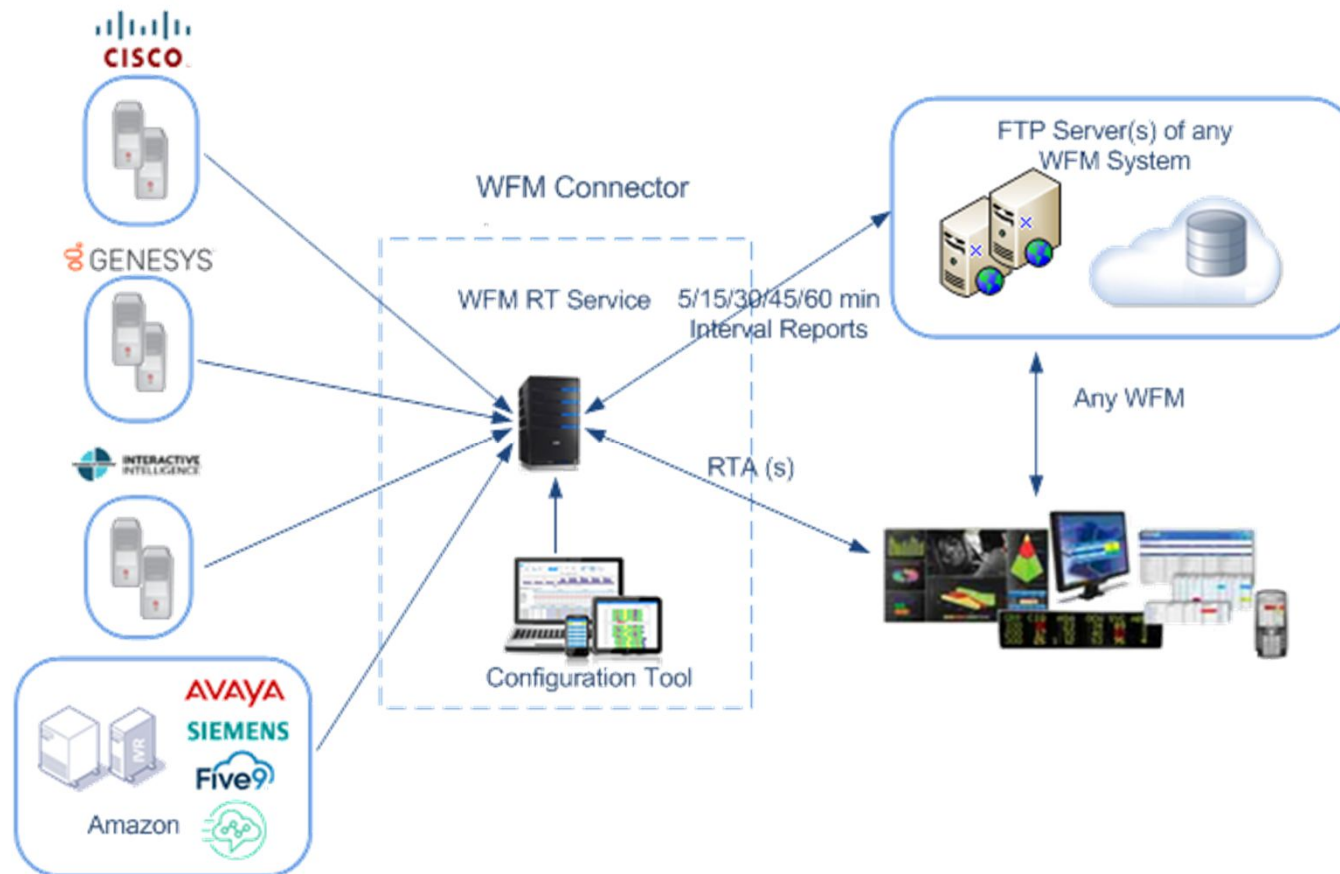
Unified Web Configuration Tool ™

- Unified Web Configuration Tool Manager is where customer sets up and maintain the configuration objects in the Contact Center from Genesys/Cisco/ININ multiple platforms.
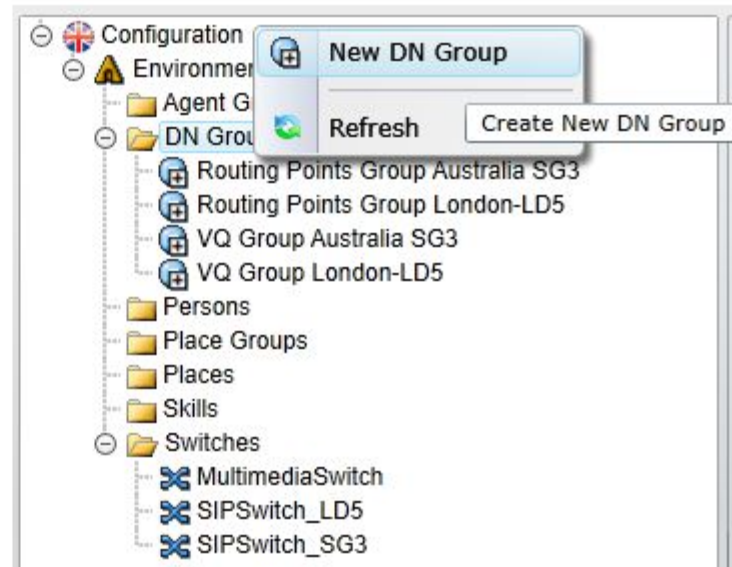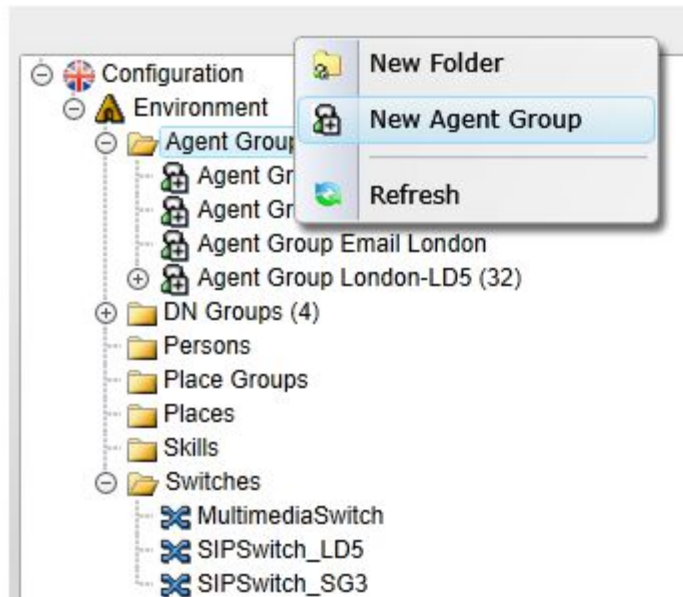
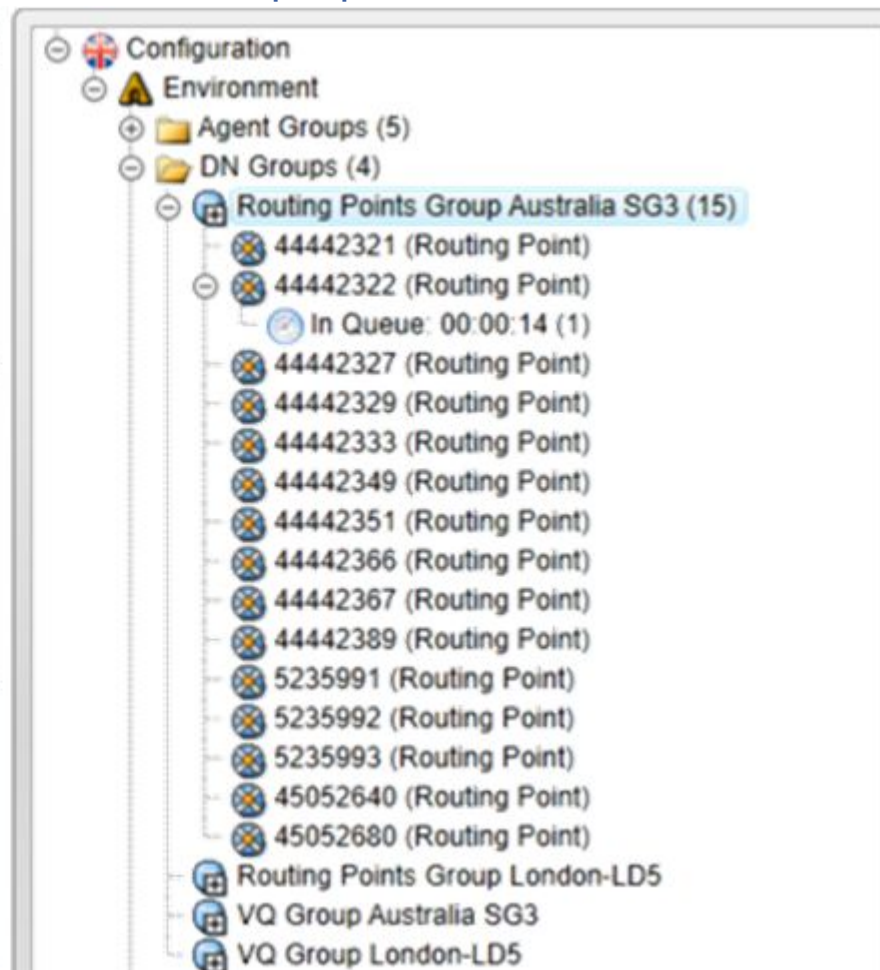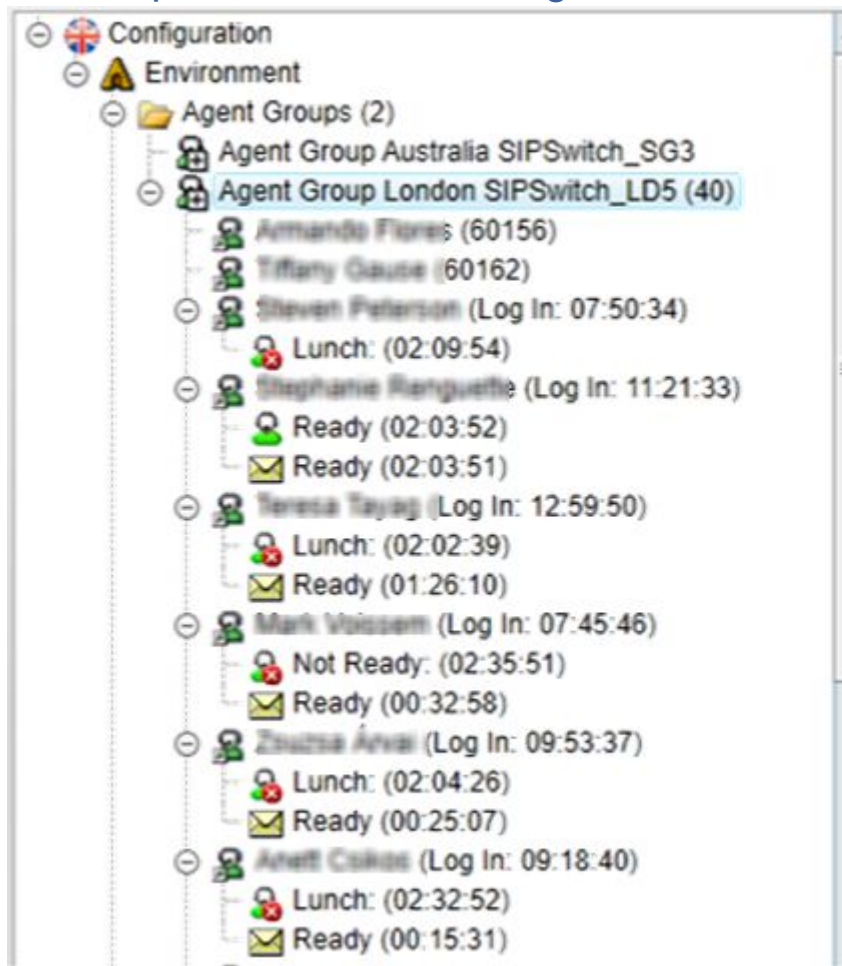# Unified Configuration Management Service ™

- Unified Configuration Management Service (CMS) merges configuration data from Genesys/Cisco/ININ/ACDs multiple platforms.
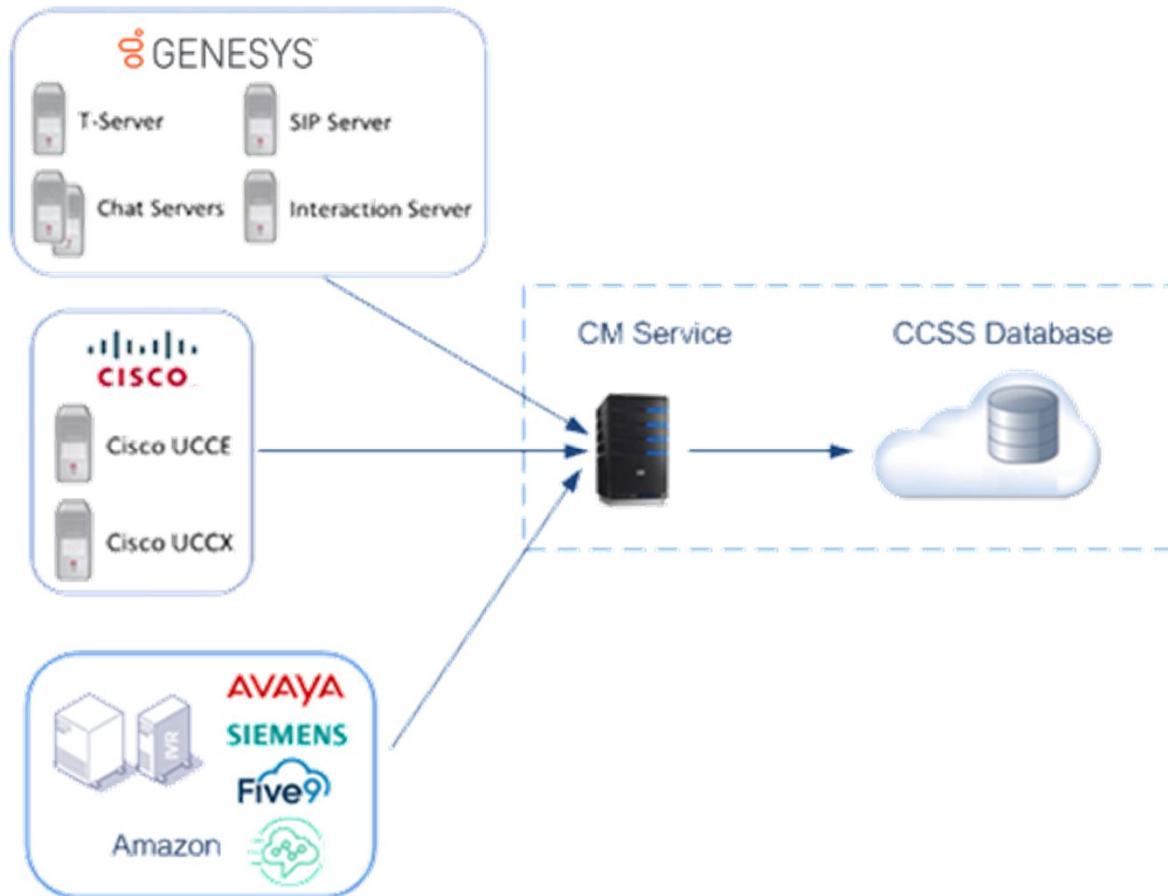
Real-Time and Historical Web presentation

- Representation of Configuration Information from multiple platforms

Real-Time and Historical Web presentation ™

- Right side represents aggregated calculations defined by the client

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○ Voice	● Email		○ Chat								
○ Utilization	○ Sign In/Sign Out	○ Not Ready	● Occupancy	○ Graphic	○ Monitoring						

Start Time	End Time	Total	Agent	Avg Login	Avg Wait	Avg Not Ready	Avg Invited	Avg Revoked	Avg Rejected	Avg Processed	Avg Handle	Agent ID
12:34:10	15:08:22	02:34:12		02:08:15	01:03:48	00:00:39	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	resw5u
12:34:10	15:08:22	02:34:12		01:03:12	00:30:20	00:11:48	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	TayaT1
12:34:10	15:08:22	02:34:12		00:50:54	00:18:22	00:14:11	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	voismf

● Voice	○ Email		○ Chat									
○ Utilization	○ Sign In/Sign Out	○ Not Ready Reason	○ After Call Work	○ Not Ready	● Productivity	○ Occupancy	○ Service Level	○ Rona	○ Graphic	○ Monitoring		

Agent	Sign In	Inbound	Avg Inb	Dialed	Avg Dialed	ACW	Avg ACW	Hold	Avg Hold	Consultant	Avg Cons	Login ID	Ext
	07:14:45 (1)	00:00:00 (0)	00:00:00	00:00:00 (0)	00:00:00	00:00:00 (0)	00:00:00	00:00:00 (0)	00:00:00	00:00:00 (0)	00:00:00	60255	60255
	03:43:46 (1)	00:02:51 (1)	00:02:51	00:00:00 (0)	00:00:00	00:00:30 (1)	00:00:30	00:00:00 (1)	00:00:00	00:00:00 (0)	00:00:00	60265	60265
	05:40:15 (2)	00:00:00 (0)	00:00:00	00:00:00 (0)	00:00:00	00:00:00 (0)	00:00:00	00:00:00 (0)	00:00:00	00:00:00 (0)	00:00:00	60292	60292
	07:19:33 (1)	00:00:00 (0)	00:00:00	00:00:00 (0)	00:00:00	00:00:00 (0)	00:00:00	00:00:00 (0)	00:00:00	00:00:00 (0)	00:00:00	60300	60300

● Voice	○ Email		○ Chat							
○ Utilization	○ Sign In/Sign Out	○ Not Ready Reason	○ After Call Work	○ Not Ready	○ Productivity	○ Occupancy	○ Service Level	● Rona		

Agent	Ext	ANI	DNIS	Start Time	Ring Time	End Time
▲ Agent: Kamila Laszczynska (61034) (1 item)						
Kamila Laszczynska (61034)	61034	322876243	21040053	April 25, 2018 12:51:58	00:00:09	12:52:07
▲ Agent: Maria Matkowska (61029) (1 item)						
Maria Matkowska (61029)	61029	48881959244	21040053	April 25, 2018 12:47:50	00:00:09	12:47:59

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Queues/ Virtual Queues reports presentation™

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Wallboards presentation ™

Wallboards presentation ™

Wallboards presentation™

Wallboards presentation ™

Wallboards presentation ™

Export real-time and historical reports to XML file

```xml
<?xml version="1.0"?>
- <Employee Name='████████, ████████' SK="">
    <Start>2018-03-27T09:25:00</Start>
    <Stop>2018-03-27T13:02:29</Stop>
  - <CurrentActivity>
    - <StartTime Value="09:25">
        <Time EndInterval="11:57" Duration="02:31:09" Descr="Login" Activity="Login"/>
      </StartTime>
    - <StartTime Value="11:57">
        <Time EndInterval="12:12" Duration="00:14:58" Descr="Not Ready" Activity="Not Ready"/>
      </StartTime>
    - <StartTime Value="12:12">
        <Time EndInterval="12:13" Duration="00:00:30" Descr="ACW" Activity="ACW"/>
        <Time EndInterval="12:13" Duration="00:00:30" Descr="After Call Work" Activity="After Call Work"/>
      </StartTime>
    - <StartTime Value="12:13">
        <Time EndInterval="12:13" Duration="00:00:37" Descr="Available" Activity="Available"/>
        <Time EndInterval="12:14" Duration="00:00:09" Descr="Ringing" Activity="Ringing"/>
      </StartTime>
    - <StartTime Value="12:14">
        <Time EndInterval="12:14" Duration="00:00:00" Descr="Available" Activity="Available"/>
        <Time EndInterval="12:14" Duration="00:00:22" Descr="no-answer" Activity="no-answer"/>
        <Time EndInterval="12:14" Duration="00:00:07" Descr="Available" Activity="Available"/>
        <Time EndInterval="12:18" Duration="00:04:12" Descr="Inbound" Activity="Inbound"/>
      </StartTime>
    - <StartTime Value="12:18">
        <Time EndInterval="12:19" Duration="00:00:30" Descr="ACW" Activity="ACW"/>
        <Time EndInterval="12:19" Duration="00:00:30" Descr="After Call Work" Activity="After Call Work"/>
      </StartTime>
    - <StartTime Value="12:19">
        <Time EndInterval="12:22" Duration="00:03:32" Descr="Available" Activity="Available"/>
      </StartTime>
    - <StartTime Value="12:22">
        <Time EndInterval="12:27" Duration="00:04:54" Descr="Inbound" Activity="Inbound"/>
      </StartTime>
    - <StartTime Value="12:27">
        <Time EndInterval="12:27" Duration="00:00:02" Descr="Away From Desk" Activity="Away From Desk"/>
        <Time EndInterval="12:28" Duration="00:00:30" Descr="ACW" Activity="ACW"/>
        <Time EndInterval="12:28" Duration="00:00:30" Descr="After Call Work" Activity="After Call Work"/>
      </StartTime>
    - <StartTime Value="12:28">
        <Time EndInterval="12:31" Duration="00:03:40" Descr="Away From Desk" Activity="Away From Desk"/>
      </StartTime>
```

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Export real-time and historical reports to txt file

RTSS for Buchmajzer, Magdalena.txt - Notepad

File   Edit   Format   View   Help

Employee: Buchmajzer, Magdalena SK:
Start: 2018-03-27T09:25:00
Stop: 2018-03-27T13:04:24

Current Activity:

Start	Stop	Duraton	Activity
09:25	11:57	02:31:09	Login
11:57	12:12	00:14:58	Not Ready
12:12	12:13	00:00:30	ACW
	12:13	00:00:30	After Call Work
12:13	12:13	00:00:37	Available
	12:14	00:00:09	Ringing
12:14	12:14	00:00:00	Available
	12:14	00:00:22	no-answer
	12:14	00:00:07	Available
	12:18	00:04:12	Inbound
12:18	12:19	00:00:30	ACW
	12:19	00:00:30	After Call Work
12:19	12:22	00:03:32	Available
12:22	12:27	00:04:54	Inbound
12:27	12:27	00:00:02	Away From Desk
	12:28	00:00:30	ACW
	12:28	00:00:30	After Call Work
12:28	12:31	00:03:40	Away From Desk
12:31	12:31	00:00:00	Available
	12:32	00:00:26	Inbound
12:32	12:32	00:00:30	ACW

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Export real-time and historical reports to csv file

RTSS for Smith, Alan.csv - Excel

File · Home · Insert · Page Layout · Formulas · Data · Review · View · Add-ins · PDF Suite 2017 · Team · Tell me what you want to do

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	A	B	C	D	E	F
1	Information	Start	Stop	Duration	Code	Description
2	Employee: Smith, Alan SK: -9585310888999					
3	Start: 2017-07-18T05:11:00					
4	Stop: 2017-07-18T07:28:32					
5						
6	Current Activity:					
7		05:11	05:11:00	00:00:00	Login	Login
8			05:11:00	00:00:20	End of Shift	End of Shift
9			05:12:00	00:00:28	Dialed on End of Shift to: 1 (877) 6	Dialed on End of Shift to: 1 (877) 697-9979
10		05:12	05:12:00	00:00:02	End of Shift	End of Shift
11			05:15:00	00:02:44	Available	Available
12		05:15	05:29:00	00:14:07	Inbound	Inbound
13		05:29	05:29:00	00:00:00	Available	Available
14			05:40:00	00:11:45	ACW	ACW
15		05:40	05:43:00	00:02:05	Available	Available
16		05:43	05:44:00	00:01:55	Prep Time	Prep Time
17		05:44	05:45:00	00:00:32	Process SCB	Process SCB
18		05:45	05:45:00	00:00:00	Available	Available
19			05:59:00	00:14:24	Inbound	Inbound
20		05:59	05:59:00	00:00:00	Available	Available
21			05:59:00	00:00:00	SCB Inter	SCB Inter
22			06:00:00	00:00:30	ACW	ACW
23		06:00	06:04:00	00:04:14	Dialed on ACW to: (703) 362-8356	Dialed on ACW to: (703) 362-8356
24		06:04	06:07:00	00:02:36	After Call Work	After Call Work
25		06:07	06:13:00	00:05:50	Available	Available
26		06:13	06:15:00	00:01:55	Prep Time	Prep Time
27		06:15	06:15:00	00:00:21	Process SCB	Process SCB
28			06:26:00	00:11:19	Available	Available
29		06:26	06:55:00	00:28:45	Inbound	Inbound

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Export real-time and historical reports to pdf file

8.16.4   Example PDF File

ISC for Buchnajzer, Magdalena.pdf   -   PDF Suite 2017 Standard

GN   OCR   HELP   ACTIVATE

PDF to RTF

PDF to PDF/A

Calendar current Activity:Buchnajzer, Magdalena Selected interval: From: Mar-27-2018 09:25:00 To: Mar-27-2018 13:07:37
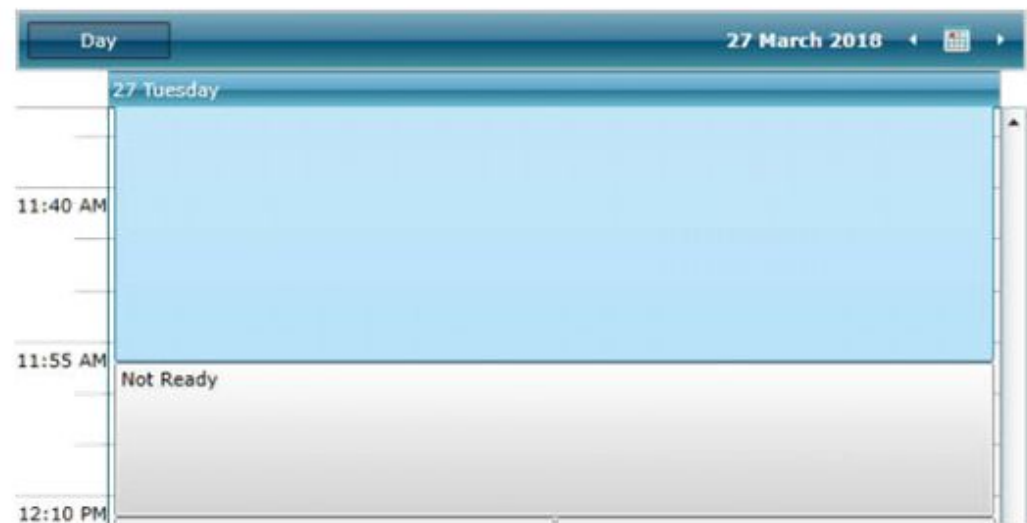
Day	27 March 2018

27 Tuesday

11:40 AM

11:55 AM   Not Ready

12:10 PM

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why is the Universal Contact Center Reporting Solution better at producing management information than my existing systems?

Management Information (MI) systems within ACDs, Contact Routing Frameworks and workflow systems are often <u>fundamentally</u> <u>flawed</u> by design because they:

- Assume that businesses only need summary information and 'chunk' data, throwing away the original event level information

- Don't have the ability to track transactions 'cradle to grave' or carry out a detailed root-cause analysis

- Have fixed time intervals and don't allow flexibility in calculation and/or counting methods in line with your business requirements (often leading to inaccuracies and misalignment to other MI sources being used)

- Don't exchange or consolidate MI data easily with systems from other manufacturers

- Don't collect and store event data from the Network Routing, Self Service Applications (IVR, ASR and Queue Buster etc.) and the back office (applications and workflow systems) to provide a complete picture of performance and the customer experience

- Provide a maze of reports, often in fixed formats, with no focus on business issues

- Don't follow a standard MI format and are proprietary to individual system manufacturers

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why is the Universal Contact Center Reporting Solution better at producing management information than my existing systems?

- Comprehensive - collect and report data from multiple platforms to connect your operation together. The UCCR™ connects to all your contact routing platforms, back office applications and workflow systems at every site using CCS and RTS Services. Collected data can be used for reporting using Business Intelligence or your own BI applications as well as your workforce management and performance management systems via Distribution Services.

- Accurate - Event Driven Reporting™ (EDR)
  The UCCR™ works by providing event level CTI and workflow data which is exposed for use by you and from which reporting information can be created. This approach enables the UCCR™ to provide accurate information that precisely matches your business needs and unlike reporting systems within existing ACDs does not make a presumption about what information you will need, how this should be calculated or the time intervals that you need it for.

- Innovative - normalized data and a structure that enables real Business Intelligence
  Within the UCCR™ events from contact routing and back office workflow systems are normalized and stored within a single data structure that has been optimized for reporting. This combination makes it easy for you to query the database to create innovative and meaningful Business Intelligence.

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why how will the Universal Contact Center Reporting (UCCR) make my Contact Centre better?

Business issues
- Inaccurate forecasting and scheduling causing higher ops costs and poor service level
- Calls pegged to wrong time interval
- AHT pegged to wrong time intervals
- Offered contacts only available by skill groups
- Inaccurate AHT did not include 'consult' calls

Business benefits
- Reduction in operating costs by 10% through better utilisation of resources
- Better service level conformance +10% to improve customer service
- Increased forecast accuracy
- Improved scheduling efficiency

Business issues
- High back office staff costs
- Long customer wait times
- No performance or workforce management in the back office
- Unable to match staff to work volumes - intraday or future
- No individual productivity management
- Number of Back office staff growing

Pilot business benefits
- Pilot showed an increase in individual productivity of over 23%
- Reduced customer wait times to boost customer satisfaction
- High level of staff advocacy
- Now looking to roll project out over whole back office estate with increase in staff

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why how will the Universal Contact Center Reporting (UCCR) make my Contact Centre better?

Business issues
- Anecdotal evidence that agents were having to transfer 'out' a high number of calls
- Concern that transfers were causing customer dissatisfaction
- Concern that transfers were causing additional unnecessary workload and higher ops costs
- Poor reporting from infrastructure provider (Telco) gave no insight

Business benefits
- Identified ops cost savings of 35 FTE (32%) by redesign of IVR routing to stop unnecessary calls to the service centre
- Identified opportunity to reduce customer frustration caused by transfers
- Confirmed that 35% of all calls were being transferred 'out' and 12% 'in'
- Identified that transfers 'out' were caused by poor IVR routing design

Business issues
- High customer dissatisfaction caused by callers being handled by the wrong agents and being transferred multiple times
- No Management Information summary that spanned existing technology, sites and business units effectively
- Historic IT contact routing assets that provided reporting in silos

Business benefits
- Identified ops cost savings equivalent to 326 FTE by removing transfers
- Showed how to reduce customer frustration caused by being routed to the wrong agent
- Identified that 54,000 calls per day were being handled by the wrong agents and that the cause was inaccurate WFM contacts offered data

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conclusion

'Our Universal Management Solution produces substantial business benefits that no other company can provide'

- Universal Contact Center Reporting Solution (UCCR)™ means delivering better <u>insight</u> about your customers' interactions so you can take more effective management <u>action</u>.

- With <u>comprehensive</u>, <u>accurate</u> and <u>innovative</u> insights from the Universal Contact Center Reporting (UCCR)™ Solution you will be able to enhance service and reduce costs by dramatically improving your organization's 4 critical operational areas:
  - Workforce Management - front & back office
  - Performance Management - front & back office
  - Business Intelligence - for workflows and interactions
  - Management Information System (MIS) - for managing contact traffic

Contact us for demo at **alexander@maxdatalab.com**

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